

*AMENDMENTS TO THE CLAIMS*

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A display device assembly (1) comprising:

a flexible display device (2) being rollable around an axis (5), between a rolled-up and an unrolled state,

the flexible display having a front side (3) and a back side (4),

one of the sides (3,4) being provided with distance means (7,7',...) for preventing a direct contact between the front side (3) and the back side (4), the distance means comprising bars positioned to extend substantially parallel to the axis.

2. (Canceled) ~~A flexible display device assembly according to claim 1, wherein the distance means comprise bars (7,7',...), which are positioned so as to induce bending lines (8,8',8'',...) in the flexible display device that are oriented substantially parallel to the axis (5).~~

3. (Canceled) ~~A flexible display device assembly according to claim 2, wherein the bars (7,7',...) comprise transparent material and are mounted on the front side (3) of the flexible display (2).~~

4. (Canceled) ~~A flexible display device assembly according to claim 2, wherein the bars (7,7',...) are positioned against each other, such that rolling of the flexible display device may occur in only one direction (9).~~

5. (Currently amended) A flexible display device assembly according to claim 182, wherein the flexible display device is further provided with a layer of flexible material (21) that is positioned between the bars (7,7',...) and the back side (4) of the display.

6. (Currently amended) A flexible display device assembly according to claim 52, wherein the bars (7,7',...) are provided to the display in the form of a piece of material having grooves (23) that are oriented substantially parallel to the axis (5) and that provide the hinge function.

7. (Currently amended) A flexible display device assembly according to claim 21, wherein outer portions (31,31',...) of the spacer elements (7,7',...) bars comprise spacers

are provided with spacer blocks (33,33',...) for creating a housing for the flexible display device in the rolled-up state.

8. (Currently amended) A flexible display device assembly according to claim 27, wherein the spacers are formed by spacer blocks (35,35',...) that are positioned on a back side (51) of the bars (7,7',...).

9. (Currently amended) A flexible display device assembly according to claim 78, wherein each spacer block (33,33',...) has a display side (73,73',...) that is provided with a notch (71,71',...) for receiving the flexible display device (2).

10. (Canceled) A flexible display device assembly according to claim 1, wherein the distance means comprise a protection foil (80).

11. (Currently amended) A flexible display assembly according to claim 2240, wherein the display assembly further comprises guiding means (82) for guiding the protection foil (80) when the assembly (1) is being rolled into the unrolled state, such that the front side (3) of the display is not covered by the protection foil (80).

12. (Currently amended) A flexible display assembly according to claim 11, wherein the protection foil (80) is connected to the back side (4) of the display.

13. (Canceled) A flexible display assembly according to claim 11, wherein the display assembly is further provided with storing means (86) for storing the protection foil (80), when the display is in the unrolled state.

14. (Canceled) A flexible display assembly according to claim 13, wherein the storing means comprise a cylindrically shaped element (86) for winding the protection foil around.

15. (Canceled) A flexible display assembly according to claim 13, wherein the storing means (86) is arranged to enable a translational movement with respect to the housing (84).

16. (Canceled) A flexible display assembly according to claim 11, wherein the assembly is provided with a cylindrically shaped element for winding the display around (88), said cylindrically shaped element being arranged to be translatable with respect to the housing (84).

17. (New) A flexible display device assembly according to claim 1, wherein adjacent ones of the bars are positioned in relation to each other so as to induce a number of bending

lines in the flexible display device that are oriented substantially parallel to the axis, such that in the unrolled state the bars provide a stiffer structure to the display device.

18. (New) A flexible display device assembly according to claim 17, wherein hinge means are located between adjacent bars enabling a hinge function in the flexible display device between these bars.

19. (New) A flexible display device assembly according to claim 1, wherein the material of the bars is flexible.

20. (New) A flexible display device assembly comprising:

a flexible display device being rollable around at least one axis between a rolled-up and an unrolled state,

the flexible display having a front side and a back side,

one of the sides being provided with bars, which are positioned extending substantially parallel to the axis, the material of the bars being flexible.

21. (New) A flexible display device assembly according to claim 20, wherein the contact between the bars and the display is limited to a center line on each bar.

22. (New) A display device assembly comprising:

a flexible display device being rollable around at least one axis between a rolled-up and an unrolled state,

the flexible display having a front side and a back side,

one of the sides being provided with distance means for preventing a direct contact between the front side and the back side, and wherein the distance means comprises a protection foil with a surface having a soft surface that touches the front side of the display surface in the rolled-up state.

23. A flexible display assembly according to claim 22 wherein the protection foil is connected to the back side of the display.